

TWO-TON COLUMN DROPS NINE FLOORS HURTS 8 WORKMEN

Chain Parts and Mass of Steel
Tears Its Way Through
Staging.

Eight men were injured, three seriously, when a steel column weighing two tons broke from its fastenings on the ninth floor of the Forty-second street and Madison Avenue Building, now being erected, and crashed through to the sub-cellar below.

The injured are:
GEORGE HYLAND, ironworker, of No. 155 East One Hundred and Fifth street, lacerations and internal injuries; condition serious; Flower Hospital.

ANGELO VANDERE, laborer, internal injuries and possible fracture of the skull, condition serious; Flower Hospital.

JOHN TOSLA, laborer, of No. 108 Sullivan street, internal injuries, unconscious; condition serious; Flower Hospital.

PETER SORRESON, iron worker, No. 84 Bush street, Brooklyn, left leg broken below the knee; New York Hospital.

FRANK DRAPER, iron worker of No. 84 East Sixty-ninth street; three ribs broken and left leg crushed; New York Hospital.

FRED OLSON, iron worker of No. 84 East Sixty-ninth street; lacerations and contusions; attended by Dr. Allen and sent home.

RAM POLLOCK, iron worker of No. 84 East Sixty-ninth street; lacerations of the head and injuries to the left ankle; attended and sent home.

FRED CALVERT of No. 443 Willis avenue, Bronx; lacerations of the scalp and contusions; attended and sent home.

The Forty-second street and Madison Avenue Company is constructing a twenty story building on the Southwest

NEWSBOY HERO DIES AFTER GIVING HIS LEG TO SAVE GIRL'S LIFE

"Guess I'm Some Good. Tell Her to Get Better Quick,"
Billy Rugh's Last Words.

QARY, Ind., Oct. 18.—William Rugh, the Gary newsboy who sacrificed his leg to save the life of Ethel Smith, died at Gary Hospital early today.

Rugh suffered a relapse a few days ago just before Miss Smith left the hospital cured. He sank gradually until his death.

"I guess I'm some good after all. I'm glad I did it. Tell her I hope she gets well quick, Doc," were his last words.

Ethel Smith was burned in the explosion of a gasoline motor on a motor-cycle on which she was riding with her sweetheart. The skin was burned from her legs and thighs and the doctors said that her death was inevitable unless it was possible to secure a large amount of cuticle to graft in the burned places.

The friends of the girl gave skin to save her, but the quantity obtained was not sufficient.

Finally Rugh, a street newsboy, heard of the girl's plight and volunteered to sacrifice his crippled leg that the skin might be obtained.

He was warned that the operation might result fatally.

"What's the odds," he said, "if it will only save her life. The leg is no good to me, and I have no friends to worry because I die."

Miss Smith is today on the way to full recovery, while Rugh's body lies in the hospital morgue, waiting for some one to claim it.

So far the hospital authorities have not been able to locate any relatives of the dead newsboy, but they say he has a father living in the State of Washington. But the citizens of Gary say relatives or no relatives, Rugh will have a funeral worthy a hero.

CAT SETS \$5,000 FIRE AND NEARLY KILLS MAN IN CHASE FOR MOUSE

Wife Saved Cabinet-Maker by
Beating Out Flames in
His Clothes.

As Gustave Schoen, a cabinet maker, worked in the shop in the basement of his home at Alden and Quinn avenues, Woodhaven, late last night, "Tom," his pet cat, purred round his feet, while Schoen talked to him and told him he ought to catch the mice in the place.

Suddenly a mouse ran across the floor. "Tom" sprang for it. The mouse ran up a board to the workbench, and "Tom" in his chase upset the oil lamp by which Schoen was working.

The lamp broke and the flames reached the gasoline of the motor that drives Schoen's lathe. Schoen was so startled by the swiftness of the disaster that he fell in a faint.

Mrs. Schoen, upstairs, heard the noise and managed to drag her husband out into the street and extinguish the flames from his clothing by rolling him in the dirt and beating him with a carpet.

She then called the volunteer fire department, but they could not save Schoen's \$5,000 home.

When the fire was over the cat came back, and "Tom" was all the Schoens had left to-day. Whether "Tom" caught the mouse or not Schoen does not know, and he said this morning he didn't care.

Whiskers and Eternal Punishment. (From the Buffalo (N.Y.) Courier.) This department is in receipt of a long communication from the publicity manager of Pastor Russell, He of the open faced whiskers and Brooklyn Tabernacle fame, in regard to a resolution which he recently made with regard to the non-existence of a place of eternal punishment. The publicity manager very kindly grants permission to print the entire article, which will be done some time when there is nothing else to print. I am willing to admit that the idea of eternal torment never got very deep with me, but if there is no such place, what sort of adequate punishment is going to be devised for people who wear Pastor Russell's kind of whiskers?

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Jackson's 6th Ave. 17th Street Great Coat Sale 8.50 12.50 15.00

Alterations Free

An unparalleled value-giving event, presenting every possible style and material you can think of, from the dashing popular chinchillas and velvets to substantial serge and rich, drab black broadcloth.

Great Suit Sale
12.75 15.00 17.50

More than 100 newest style models, including plain tailored and fancy trimmed effects of corduroy, broadcloth, whipcord, serge, etc., in navy blue, black, seal, brown, gray, taupe, wine and every other fashionable color.

All sizes for Women and Misses.

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All sizes for Women and Misses.

FRESH JEWELRY IDEAS FOR WEDDING GIFTS BIRTHDAY CHRISTMAS

Come in and look around. Many first-time visitors to Lamberts do that. They read our printed invitations and want to know how it is possible to sell such Diamond and Solid Gold Jewelry, Diamond and Solid Gold Rings, Solid Gold and Gold filled and Sterling Silver Watches and Silverware from the foremost makers at the low prices quoted in the newspapers.

As our store is easy to reach there is little trouble in satisfying you. It turns out to be profitable FOR THE VISITOR. He is not pestered to buy while he examines the stock, but he is impressed with the qualities and prices of Lambert Jewelry.

Suppose he wants a ring. Among hundreds of them he finds these, which for convenience have been photographed together.

You Save on These Diamonds

The surprise and pleasure of the callers reach high water mark when we show them Solitaire Engagement Rings and other diamond jewelry. We explain that we are direct importers

of diamonds, buying them for spot cash and mounting them ourselves. It makes a great difference to our customers that we cut out the wasteful middlemen.

Other Diamond Solitaire Engagement Rings, \$10 to \$150

Be Sure to See These Bracelets

Popularity of Lambert BRACELETS rests on SOLID CONSTRUCTION, STYLE and ECONOMY. Any pattern your fancy favors. Diamond bracelets at low prices because we are diamond importers.

Solid 14 karat gold bangle bracelet, polished, with fanciful hand engraved border. Money saved—\$15.00

Button bracelet, solid 14-karat guaranteed Roman gold, with diamond about the size shown in picture; opens. Rich picture for..... \$35.00

Solid 14-karat gold bracelet, heavily chased, rose finish, opens \$23.50

Three full cut diamonds which we import direct from the mines in this city. Solid 14 karat gold chased, rose finish, opens..... \$35.00

Diamond Jewelry Remounted at Lowest Prices

Brilliant Locket and La Vallieres

Solid Gold La Vallieres, with Chain, 5 sapphires, fine baroque pearl and 6 half pearls. \$12.75.

14 Karat Locket, chased floral effect; one side plain for monogramming. \$10.00

14 Karat Locket, set with half pearls and 3 baroque pearls. \$10.75.

Fancy La Vallieres, in 14 karat gold, with chain, 5 sapphires and 3 pearls. \$11.95.

Neck Chains in Solid Gold, \$2.75 up

Guard Chains in Solid Gold, 48 inches long, \$9.00 up

Vest Chains, Solid 14-Karat Gold, \$9.00 Up

Seamless Wedding Rings

Choosing the wedding ring is doubly a pleasure when you know that every ring is guaranteed solid gold and made without solder. You may have them in any style, width, shape or thickness and date and initials are engraved without charge.

14-Karat.. \$5.50 14-Karat.. \$6.80

18-Karat.. \$6.75 18-Karat.. \$8.10

22-Karat.. \$8.75 22-Karat.. \$10.50

Gift Watches Guaranteed

Howards Elgins Walthams Hamiltons

The watch on the left has a solid 14-karat gold hunting case, engine turned, a process demanding thick gold; Waltham, Elgin or Lambert works, inspected and regulated by our own watchmakers. Price..... \$27.50

The other watch is engine turned and handsomely engraved. Choice of Waltham, Elgin or Lambert work. GUARANTEED IN PERFECT CONDITION..... \$42.50

Solid 14-karat gold hunting case, engine turned shield for monogram. Waltham, Elgin or Lambert works, as you please; only..... \$16.50

Engraved in pattern delicate as lace; solid 14-karat gold hunting case; Waltham, Elgin or Lambert works, guaranteed to keep accurate time. A Christmas gift to gladden somebody's heart for..... \$18.00

LAMBERT BROTHERS

Third Avenue, Cor. 58th Street

Store Open Daily Until 6. Saturday Nights Until 10.

WARD'S BREAD IS BEST

A Story of Success Won By Quality Alone, and Now—The Imitators

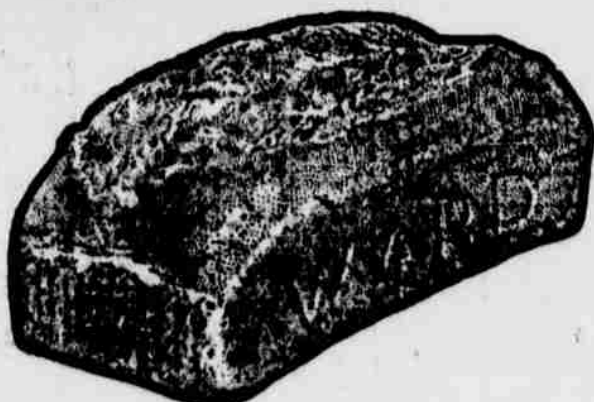
One year ago The Ward Baking Company began the operation of two great Snow-White, Modern Bakeries in New York City. These are the very best bakeries in every respect in all the world.

One month after the first bakery began operations thousands of loaves of Ward's Tip-Top Bread were being sold in New York City every day.

Three months later hundreds of thousands of loaves of Ward's Tip-Top Bread were sold every day in New York City.

Ward's is a perfectly clean loaf—the human hand never touches it—a delicious loaf—every ingredient is the very choicest—a loaf that is sized and shaped and baked by scientifically perfect machines—a loaf that has won the city by its quality—that is

WARD'S TIP-TOP BREAD



And now—we turn to consider the inevitable pursuer of a success—the imitators. The Imp of Imitation is always with us. He captures a percentage of trade—because the American people are notoriously easy-going and careless in their small expenditures.

The imitators of Ward's Bread would work less injury upon us if they imitated the quality as well as they imitate its appearance. Tip-Top is the best bread ever baked, and its imitators are among the worst.

In justice, not so much to us as to yourself and family, see that you get Ward's Tip-Top Bread. To protect you we now use a pan which bakes the name, WARD, on the side of the loaf.

Things are not always what they seem. Look for our name. Learn to discriminate. Look for our label.

Other kinds of bread made at the great Ward Bakeries—the daylight bakeries—are Dainty Maid, wrapped by machines in waxed paper; Wheat-Heart, the whole wheat loaf, and Kron Prinz, the sweet rye loaf.

Try Our New Delicacy "Ward's Nut-Loaf" Next Saturday—25 Cents Each

BEWARE THE IMP OF IMITATION

"THE GREATEST KIDNEY REMEDY ON EARTH," SAYS A GRATEFUL WOMAN

I want to tell you how much good your Swamp-Root did me. About four years ago I suffered from what the doctors called fistula and for two years of that time I endured what no tongue can tell. I also had inflammation of the bladder and I tried doctor's medicines without receiving any help. Some one told me about Dr. Kilmer's Swamp-Root.

After giving a thorough trial, I received relief, so kept on using it and today I am a strong and well woman. If I ever feel badly or out of sorts, I take Swamp-Root and it always straightens me out. I honestly believe that this medicine would cure all troubles you recommend it for and it is a pleasure for me to send my testimony and photograph to you. I think Dr. Kilmer's Swamp-Root is one of the greatest medicines on earth. Respectfully yours,

MRS. JOHN BAILEY,
Portland, Ind.
Subscribed and sworn to before me this 18th day of July, 1909.
C. A. BENNETT,
Notary Public.

Letter to Dr. Kilmer & Co., Binghamton, N. Y., for a sample bottle. It will convince anyone. You will also receive a booklet of valuable information, telling all about the kidneys and bladder. When writing, be sure and mention the New York Evening World. Regular fifty-cent and one-dollar size bottles for sale at all drug stores.

Please What Swamp-Root Will Do for You

Send to Dr. Kilmer & Co., Binghamton, N. Y., for a sample bottle. It will convince anyone. You will also receive a booklet of valuable information, telling all about the kidneys and bladder. When writing, be sure and mention the New York Evening World. Regular fifty-cent and one-dollar size bottles for sale at all drug stores.

A PARADOX



FOLLOW AND LEAD!

It seems strange that one might "follow" and "lead" at one and the same time.

But that's what you can do if you

"Follow" the crowds into the advertising columns of The World and "lead" in the race for PROSPERITY!

COMFORT! HAPPINESS!

By actual count 39,430 opportunities to work, hire, buy, sell, rent, exchange, etc., were separately advertised last week in

THE WORLD

More than 100,000,000 in the World—The World's Nearest Competitor. Read World Ads. for Variety—Use World Ads. for Results.